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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

José M. CHECA  
1162 St-Prex (Vaud)



Nationality: Spanish

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Bachelor of Laws, University of Oviedo, Oviedo, Spain;  
Masters Degree, Intellectual Property & New Technologies, University of Alicante, Alicante, Spain.

Admitted to Madrid Bar (*Ilustre Colegio de Abogados de Madrid*).

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### LANGUAGES

Spanish, English, French

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### PRESENT POSITION

Principal, Lean2Legal, Switzerland.

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

General Counsel Brand, Marketing Properties & Licensing, Société des Produits Nestlé SA, Vevey, Switzerland, 2016 – 2021;  
IP Counsel EMEA, DuPont de Nemours International SA, Geneva, Switzerland, 2009 – 2016;  
Head of Legal, International Organization for Standardization (ISO), Geneva, Switzerland, 2005 – 2009;  
Lawyer, Arbitration and Mediation Center of the World Intellectual Property Organization (WIPO), Geneva, Switzerland, 2000 – 2003;  
Lawyer, IP specialist firm, Barcelona, Spain, 1998 – 2000;

Areas of practice:  
Protection, licensing, and enforcement of intellectual property;  
Alternative dispute resolution.

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November 8, 2021

**MEMBERSHIP IN PROFESSIONAL BODIES**

Madrid Bar (*Ilustre Colegio de Abogados de Madrid*).

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**AREAS OF SPECIALIZATION**

Intellectual Property, Competition Law, Internet Law, Alternative Dispute Resolution.

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**EXPERIENCE IN INTELLECTUAL PROPERTY**

As former Head of various IP corporate departments, specialized in designing strategies for the legal protection of trademark, design, and copyright assets (asset identification; registration; competitive intelligence; litigation and enforcement; licensing).

Private practice as an attorney involved in the protection and enforcement of patents, trademarks, designs, copyrights.

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**EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

As former Head of various IP corporate departments, filed numerous UDRP cases since 2005; Supported the implementation and roll-out of the UDRP, WIPO Arbitration and Mediation Center, 2000 – 2003; Speaker in numerous seminars regarding the UDRP; Visiting Professor (domain names), IP Masters Degree, University of Alicante, Alicante, Spain, 2002 – 2010.

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**MAJOR PUBLICATIONS**

Occasional contributions to IP journals and newsletters.

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**EXPERIENCE IN COURT LITIGATION**

As former Head of various IP corporate departments, involved in many national and cross-border litigations relating to patents, trademarks, designs, and copyrights.

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**PROFESSIONAL TRAINING IN ARBITRATION**

WIPO Workshop for Arbitrators in Intellectual Property Disputes, WIPO Arbitration and Mediation Center, October 2001.

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**EXPERIENCE IN ARBITRATION**

As former Head of various IP corporate departments, involved in several arbitration proceedings; Case Manager in several arbitration proceedings under the WIPO Arbitration Rules and the WIPO Expedited Arbitration Rules, WIPO Arbitration and Mediation Center.

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**PROFESSIONAL TRAINING IN MEDIATION**

WIPO Workshop for Mediators in Intellectual Property Disputes, WIPO Arbitration and Mediation Center, Geneva, July 2002.

Postgraduate Certificate in Mediation, *Instituto Superior de Estudios Psicológicos*, Barcelona, Spain, 2001 – 2002.

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### **EXPERIENCE IN MEDIATION**

As former Head of various corporate departments, involved in several mediations;  
Acted as counsel in several commercial mediations and as mediator in several mediations related to family and employment disputes. Also acted as mediator in many mediations sponsored by ecommerce platforms.

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